

Creating Cooperation Between Labor and Management



Course Description

Creating Cooperation Between Labor and Management is a **two-day** workshop which begins with creating a framework for learning more about labor history, why unions were formed and how their functions have changed historically. Participants will explore how collaborative partnerships are the most effective way for labor and management to succeed in the future.

Learning Objectives

Specific points explored in this class will include:

- Practicing conflict resolution strategies.
- Analyzing benefits of interest-based or mutual gains approaches.
- Exploring techniques for creating partnerships and collaborative problem solving.
- Learning and practicing various approaches and basic steps and techniques of interest-based negotiations.
- Experiencing situational collaborative problem solving.

Professional Qualifications



*Gael Treesiwin, of **Resource Partners**, helps organizations create a learning culture and provide an effective framework for innovation and transformation. She combines what works in traditional educational methods and systems change with bold new approaches. Gael has 17 years' experience as a project manager, instructional designer and management consultant for comprehensive change efforts in major corporations across the nation. She believes in teaching people new ways to use what they already know. Her educational approach is rooted in whole systems*

thinking, intercultural sensitivity, respectful action, process improvement technology and the power of creativity. Her seminars are interactive with practical hands-on tools and techniques and she leaves people with methods for continued self-education.

Phone: (206) 223-1023

FAX: (206) 223-5549

Managing Perceptions

Course Description

Managing Perceptions is a **two-day** workshop about communication—the power words have and how they can be interpreted differently. Participants will learn creative ways to expand their circle of influence, practice specific techniques and facilitation methods, and interactive evaluation techniques for managing perceptions in the workplace and in the communities in which they serve.

Learning Objectives

Topics explored will include:

- Recognizing the signals that a message isn't being received.
- Practicing how to facilitate clear communication and understanding between individuals, and helping people through communication distortions.
- Analyzing stakeholder needs and expectations.
- Identifying external issues and trends likely to affect goals.
- Assessing the risks of various actions.

Professional Qualifications



Gael Treesiwin, of *Resource Partners* and the President of *Creative Learning Services*, helps organizations create a learning culture and provide an effective framework for innovation and transformation. She combines what works in traditional educational methods and systems change with bold new approaches. Gael has 17 years' experience as a project manager, instructional designer and management consultant for comprehensive change efforts in major corporations across the nation. She believes in teaching people new ways to use what they already know. Her educational approach is rooted in whole systems thinking, intercultural sensitivity, respectful action, process improvement technology and the power of creativity. Her seminars are interactive with practical hands-on tools and techniques and she leaves people with methods for continued self-education.

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Media Relations

Course Description

Could you handle a TV interview this afternoon?

Would you get your agency's message across?

Do you have an ongoing strategy for positive media coverage?

More than ever, the ability to work with the news media is a vital part of the public-sector manager's tool kit. Effective media relations can have a significant impact on the public's perception of your agency. And "no comment" is a no-win approach.

This **two-day** course, conducted by career public relations managers, will enable you to feel more confident in working with the media, and also at developing a productive media relations program. The course runs the gamut from big-picture media issues to the fine points of being a quotable source. A key element is on-camera practice at handling interviewers' questions, with video playback and constructive coaching.

Learning Objectives

Among the topics you will explore and understand:

- Handling interview pressure
- Audio and visual aspects of broadcast interviews
- Using deadlines to your advantage
- Crisis response strategies
- Providing consistent, non-defensive answers
- Proactively getting your message into the media
- Preparing materials for the press: what and when
- Responding to negative (and positive) coverage

The instructors encourage and expect discussion of real-life situations, past and present.

Professional Qualifications



Alice Burgess is a former newspaper and television reporter who has managed media relations for a variety of public sector employers and clients. Besides teaching managers to work with the news media, her consulting work includes outreach to private citizens, community councils, business groups, the media and special-interest coalitions.

Phone: (206) 654-9856 FAX: (206) 284-0828

Dale Gluck is an experienced manager of public information and community relations campaigns. His public relations agency (**Gluck & Associates**) produces strategic information programs covering a wide range of topics, from financial services to health care to labor relations.

Phone: (206) 682-3949 FAX: (206) 233-0613



Media Relations

Course Description

This **two-day** seminar will help you and your organization develop an assertive, informed, constituency-oriented approach toward media coverage. Nothstine and Levet will explode several myths about how the media work, and show you that your power to get your message out through the media is based on communication skills and tactics any manager already possesses. You will learn how to redefine your relationship to the media and develop strategies for getting “into the driver’s seat” on media coverage of your organization’s “turf.” Participants will learn how the news media work, improve their basic media skills, and develop and apply strategies and reference sources for dealing proactively with the media. The format of the seminar will combine advice on media strategy with lively discussion and question-and-answer, case studies, and analysis of the participants’ own media relations concerns.

Learning Objectives

- Give participants tools they can use to better lead their organizations in an increasingly media-intensive world, and to be better public advocates for their organization and their organization’s constituency.
- Encourage participants to place themselves “in the driver’s seat” on media coverage of their organization, their issues, and their constituency, using specific strategies and tactics.
- Familiarize participants with a variety of media contact situations through role-play scenarios, and improve their ability to achieve their goals in such situations.
- Enable participants to practice and experiment with strategies and techniques covered in the seminar, identifying tools that will best aid them in advancing the interests of their individual organizations.
- Provide an opportunity for participants to improve their media contact skills and strategies by receiving detailed feedback on their performance in these simulations.

Professional Qualifications



Dr. William L. Nothstine, of *Lewis & Clark College*, is a consultant and writer on communication. He has consulted with organizations ranging from Fortune 500 companies to local community groups. Dr. Nothstine is the author of three books and numerous articles on communication, persuasion, and the media.

Phone: (503) 226-4189 FAX: (503) 768-7736

Boyd A. Levet is the Director of Public Affairs for King Broadcasting’s KGW-TV where he directs public service and community campaigns. A former U.S. Senate staff member and Northwest political reporter, Mr. Levet was awarded an Emmy in 1989 for his documentary and public service work.

Phone: (503) 226-5027 FAX: (503) 226-4575



Mediation

Course Description

This **three-day** course is designed to give participants the skills to help others resolve conflicts through mediation. Participants will learn what mediation is and how it is different from other conflict resolution methods like negotiation and arbitration. Participants will learn how to use mediation skills in a “formal” mediation process to help others resolve conflicts as well as how to use mediation skills as everyday management/coaching skills. Then we will practice mediation and learn how to facilitate this conflict resolution process to help disputants diagnose issues and develop mutually acceptable resolutions.

Learning Objectives

Participants will:

- Be able to help disputants differentiate between issues and positions.
- Learn and be able to use the following mediation techniques: What will happen if?, Teaching Restating, Teaching I Statements, Triplet Questioning, Balancing the Power, etc.
- Learn how to serve as a mediator for conflicts appropriate for mediation.

Professional Qualifications



Tena Crosby is the President of *Fast Track Communication*, a communication consulting firm specializing in individual and organizational effectiveness. Tena works with businesses, schools, and government agencies to improve communication, resolve conflict, and develop skills in individuals for improved organizational effectiveness. Tena provides training on topics such as conflict resolution, time management, team building, communication skills, effective meetings, motivation, customer service, and public speaking—just to name a few. In addition, Tena works with organizations on issues of organizational development providing services such as retreat facilitation, team building, and other organization development interventions.

Phone: (360) 424-9616 FAX: (360) 424-9616

Negotiation

Course Description

This **three-day** course integrates the wisdom of interest-based negotiations with the necessity and practicality of traditional positional negotiations for application in one's personal and professional lives.

Learning Objectives

- To internalize the distinctions between interests, issues, and proposals.
- To be proficient in assessing conflict and determining a strategy.
- To utilize effectively prescriptions to achieve the basic ingredients for durable settlements...high levels of procedural, substantive, and psychological satisfaction for self and others.
- To be able to identify caused of resistance to proposals for settlement and how to reduce such resistance points.

Professional Qualifications



William F. Lincoln, DHL, President of *National Center Associates, Inc.* as well as Executive Director of the *Conflict Resolution Research and Resource Institute*, is an internationally recognized negotiator and mediator. His 28 years of professional experience include crisis negotiations in adult correctional facilities; labor-management negotiations with school districts, law enforcement agencies, utilities, and health care facilities; ecological negotiations involving U.S. Forest Service, Bureau of Indian Affairs, Army Corps of Engineers, and other public agencies. His current ongoing international involvements include work with the Institute of International Affairs of the Cuban Foreign Ministry; the Warsaw-based Helsinki Foundation for Human Rights; the Central American Council of Human Rights Ombudsman Offices (six nations); and the St. Petersburg-based Russian-American Program of Conflictology.

Phone: (206) 597-8100

FAX: (206) 597-8103

Negotiation

Course Description

We hear a lot about partnering today—partnering with vendors, partnering with other agencies, partnering with constituencies. Effective partnering demands that we negotiate differences and understand the interests of all concerned so that we can create win-win agreements. Negotiation is a fast paced, practical course designed for managers who must build partnerships by negotiating with contractors, constituents, staff members and others. Built on the proven Harvard Negotiation Project model, the course allows you to apply your skills directly through the use of case studies and scenarios created specifically from real-time, real-life situations. It goes beyond traditional labor-management negotiation strategies by teaching participants to recognize and call the “games” that negotiators play and create a climate where they can’t be played.

Learning Objectives

During this **three-day** workshop, participants will be able to:

- Develop a pre-negotiation plan that defines the interests of all concerned parties, examines options and alternatives, and sets up win-wins.
- Create a positive climate for successful negotiations.
- Negotiate agreements that will endure over time.

Professional Qualifications



The principals of *Carnachan and Edwards Training Associates*, **Louise Carnachan** and **Judith Edwards**, have assisted hundreds of public sector managers in honing their leadership skills. Their highly interactive teaching style, humor and knowledge make the classroom experience a rich and rewarding one that fully involves, you the learner, in your learning experience.

As trainers, they bring over 30 years of managerial/training experience to the classroom, along with the ability to create a relaxed, yet intensive, learning climate. You’ll learn from case studies, personal application exercises, the experiences of others, and brief lecture. Managers from WMS, the City of Seattle, METRO, the Port of Seattle, King County, and numerous private sector firms have benefited from Carnachan and Edwards’ expertise.



Phone: (206) 325-0110
(Louise Carnachan)

FAX: (206) 325-1274
(Louise Carnachan)

(206) 324-3981
(Judith Edwards)

(206) 323-9272
(Judith Edwards)

Tailoring Communications to Different Audiences

Course Description

This **three-day** workshop will be tool-oriented and highly participatory. This program will guide the participants on a journey through every area of communication skills from analyzing the audience, establishing a direction, and presenting information in a logical sequence. There will be a heavy emphasis placed on the participant's ability to identify and modify their own communications styles. Delivery of information in a positive and professional manner is the key to retention, impact, and success. This information will allow the participant to be flexible, accommodating diverse audiences including staff, peers, and the public.

Learning Objectives

Participants will be able to:

- Identify their individual communication style, the impact it has and ways to modify when appropriate.
- Identify how adults retain information using motivational needs assessments.
- Identify specific techniques to encourage participation and questions in the private sector, hostile, in-house and multi-cultural atmospheres.
- Identify techniques to control performance anxiety.

Professional Qualifications



JoAnn Nai-che is currently the owner and President of *nai-che & associates, inc.* Ms. Nai-che is a consulting and training specialist with over 25 years of professional experience. She focuses on the disciplines of one-on-one, group, organizational and multi-cultural communications. She also instructs Train-the-Trainer, Stress Management and positive management and supervisory skills courses for a variety of private and public organizations. JoAnn's knowledge of these subjects is enhanced by her unusual and motivational speaking and training style. She holds a Master's degree in Education, and has trained or spoken at a number of colleges, universities, technical and nontechnical business concerns, and associations.

Phone: (509) 589-6839

FAX: (509) 582-6839

Tailoring Communications to Different Audiences



Course Description

Most people know that if they design and practice their presentation, they are much more successful than if they had to just “wing it”. But most people are intimidated by the thought of planning for a presentation or educational event. This **three-day** course is designed to give participants the methods and skills needed to be successful in designing and delivering educational presentations. Participants will learn how to set objectives for a presentation, taking into account the motivation of the audience and the learning styles for their audience, as well as the purpose of the presentation. You will learn how and when to use audio/visual tools and how these tools are an integral part of the educational experience.

During class, we will work on real presentations or training modules so that you will walk away from the class with a presentation developed and practiced. These skills can be applied to short speeches/presentations to workshops/training courses.

Learning Objectives

Participants will learn:

- How to conduct an audience analysis
- How to write instructional objectives
- How to put together an instructional presentation, workshop, training, etc., from start to finish

Professional Qualifications



Tena Crosby is the President of *Fast Track Communication*, a communication consulting firm specializing in individual and organizational effectiveness. Tena works with businesses, schools, and government agencies to improve communication, resolve conflict, and develop skills in individuals for improved organizational effectiveness. Tena provides training on topics such as conflict resolution, time management, team building, communication skills, effective meetings, motivation, customer service, and public speaking—just to name a few. In addition, Tena works with organizations on issues of organizational development providing services such as retreat facilitation, team building, and other organization development interventions.

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